

India Kashmir & Jammu Global Youth Tobacco Survey (GYTS) FACT SHEET



The India-Kashmir & Jammu GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components India-Kashmir & Jammu could include in a comprehensive tobacco control program.

The India-Kashmir & Jammu GYTS was a school-based survey of students in grades 7-10, conducted in 2003.

A two-stage cluster sample design was used to produce representative data for all of India-Kashmir & Jammu. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 100%, the student response rate was 86.3%, and the overall response rate was 86.3%. A total of 2,767 students participated in the India-Kashmir & Jammu GYTS.

Prevalence

- 26.7% of students had ever smoked cigarettes (Boys = 29.4%, Girls = 21.0%)
- 30.8% currently use any tobacco product (Boys = 31.8%, Girls = 27.8%)
- 12.7% currently smoke cigarettes (Boys = 14.9%, Girls = 8.0%)
- 20.6% currently use tobacco products other than cigarettes (Boys = 19.5%, Girls = 21.5%)
- 22.5% currently smoke any tobacco product (Boys = 25.0%, Girls = 17.7%)
- 21.7% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

- 40.9% think boys and 23.4% think girls who smoke or chew tobacco have more friends
- 22.7% think boys and 23.2% think girls who smoke or chew tobacco look more attractive

Access and Availability - Current Smokers

- 27.5% usually smoke at home
- 56.8% usually get their cigarettes by purchasing them in a store
- 64.5% who bought cigarettes in a store were NOT refused purchase because of their age

Environmental Tobacco Smoke

- 47.0% have had one or more people smoke in their home during the past 7 days
- 55.7% have had one or more people smoke in their presence other than their home in the past 7 days
- 64.9% think smoking should be banned from public places
- 54.6% think smoking is definitely harmful to your health
- 42.5% say one or both parents smoke, chew or apply tobacco
- 12.3% say most or all of their closest friends smoke

Cessation - Current Smokers

- 42.8% saw anti-smoking media messages, in the past 30 days
- 41.2% saw pro-cigarette ads on hoardings, busses, or bus-stops in the past 30 days
- 29.6% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 24.6% have an object with a cigarette brand logo or symbol
- 20.1% were offered a free cigarette by a cigarette company person or cigarette vendor

Media and Advertising

- 43.6% saw anti-smoking media messages, in the past 30 days
- 31.4% saw pro-cigarette ads on hoardings, busses, or bus-stops in the past 30 days
- 23.4% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 15.4% have an object with a cigarette brand logo or symbol
- 12.3% were offered a free cigarette by a cigarette company person or cigarette vendor

School

- 42.3% had been taught in class in the past year, about the dangers of smoking/chewing tobacco
- 32.7% had discussed in class in the past year, reasons why people their age smoke/chew tobacco
- 50.9% had been taught in class, during the past year, the effects of smoking or chewing tobacco

Highlights

- 30.8% of students currently use any form of tobacco; 12.7% currently smoke cigarettes; 20.6% currently use some other form of tobacco
- ETS exposure is high – approximately half of the students had people smoke in their home; over half of the students are exposed to smoke in public places.
- Seven in 10 current smokers want to stop smoking now.
- Two thirds of the students think smoking in public places should be banned.
- Over 4 in 10 students saw anti-smoking ads in the past 30 days; 4 in 10 students saw pro-cigarette ads on hoardings, & buses; and 30% saw pro-cigarette ads in print media in the past 30 days.
- Half of the students had been taught in class about the effects of tobacco use